

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A method for capturing and processing viewing data, which viewing data relate to the viewing behavior of users when viewing video data and which viewing data are transmitted via a telecommunications network to a central unit, where they are further processed, wherein

the video data are projected directly on the retina of the user by means of a virtual retinal display device,

during projecting of the video data, data about lines of sight of the user relative to the viewed video data are determined by determining current eye positions of the user by means of an eye position detection module of the display device, and

the viewing data are transmitted to the central unit with at least the data on the lines of sight relative to the viewed video data, and

the central unit determines, based on the viewing data, picture regions of reproduced video data that have been viewed by the user.

Claim 2 (Original): The method according to claim 1, wherein the current eye positions is are compared with predefined values, and predefined actions are triggered on the basis of the result of this comparison.

Claim 3 (Previously Presented): The method according to claim 1, wherein the viewing data are stored in the said central unit.

Claim 4 (Previously Presented): The method according to claim 1, wherein the viewing data include user identification data.

Claim 5 (Previously Presented): The method according to claim 1, wherein the viewing data include video identification data.

Claim 6 (Previously Presented): The method according to claim 1, wherein the viewing data include time indications.

Claim 7 (Previously Presented): The method according to claim 1, wherein the telecommunications network is a mobile radio network.

Claim 8 (Currently Amended): A device for capturing and processing viewing data, which viewing data relate to the viewing behavior of users when viewing video data, which video data are reproduced by means of a display device of the device, the device including a feedback module, which feedback module transmits the viewing data to an evaluation unit, wherein

the display device is a virtual retinal display device which projects the video data directly on the retina of the user,

the virtual retinal display device includes an eye position detection module, which, during projection of the video data, determines data on lines of sight of the user relative to the viewed video information by determining current eye positions of the user, and

the feedback module is set up such that it transmits the viewing data via a telecommunications network to the evaluation unit of a central unit at least with the data on the lines of sight relative to the viewed video data, for determining, based on the viewing data, picture regions of reproduced video data that have been viewed by the user.

Claim 9 (Canceled).

Claim 10 (Previously Presented): The device according to claim 8, wherein the device includes means of comparing the current eye positions with predefined values, and of triggering predefined actions on the basis of the result of this comparison.

Claim 11 (Previously Presented): The device according to claim 8, wherein the device includes an identification module, assigned to the user, with user identification data, and the viewing data include the user identification data.

Claim 12 (Previously Presented): The device according to claim 8, wherein the device includes a video identification module, which video identification module determines video identification data associated with the video data, and the viewing data include the video identification data.

Claim 13 (Previously Presented): The device according to claim 8, wherein the device includes a time determining module which determines the current time, and the viewing data include time indications.

Claim 14 (Previously Presented): The device according to claim 9, wherein the device is designed as a mobile device, and the telecommunications network is a mobile radio network via which mobile radio network the device is able to communicate.

Claim 15 (New): The method of claim 1, wherein the central unit determines a correlation of the lines of sight with picture objects contained in the video data based on the

data on the lines of sight relative to the viewed video data, and based on stored pictorial content descriptions including object designations and locations.